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**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

Press Release

**Anthony Berry and Andrew Glasmacher**

**strengthen Genelec’s Installed Sound team**

**Iisalmi, Finland, February 2025….**Genelec, the world leader in professional loudspeaker systems, has significantly expanded its international Installed Sound team with the appointment of Anthony Berry as Sales Support Engineer and Andrew Glasmacher as US Sales Manager. In these newly created roles, Berry will be responsible for helping to develop the [Genelec Installed Sound](https://www.genelec.com/installed-sound) brand globally, while Glasmacher will support contractors, consultants and architects across the US, and develop and cultivate new business relationships and accounts.

Growing up in Australia, Berry studied Audio and Acoustics at Sydney University before embarking on a career in AV that has involved prestigious projects around the world, including clients such as the Sydney Opera House, Google and Spotify. After relocating to Europe in 2014, Berry handled system design and audio commissioning for leading Swedish integrator JML, and technical sales and support for Nordic distributor Scandec. These roles saw Berry become actively involved in major Genelec projects in Sweden including [Jacy’z Hotel](https://www.genelec.com/-/reference/genelec-helps-jacy-z-bring-las-vegas-glamour-to-gothenburg), [Vasakronan Co-Working](https://www.genelec.com/-/reference/vasakronan-opts-for-elegance-wellbeing-and-sustainability-with-genelec) and [KKV Örebro](https://www.genelec.com/-/reference/genelec-amplifies-the-sound-of-cultural-harmony-at-kulturkvarteret-orebro).

Berry will work alongside Genelec’s global distribution partners to ensure that consultants, integrators and installers alike can achieve the very best performance from the company’s range of solutions. As well as providing sales and technical support and system design, Berry will also play an important role in Genelec’s product development, training, and marketing activities in the Installed Sound segment.

A graduate of the Ex’pression College for Digital Arts, Glasmacher brings with him a unique skill set and over 20 years of industry experience. As design and sales engineer for renowned integrator Poll Sound in Utah, he helped to create solutions for Brigham Young University, University of Utah, Canyons School District and many more. Prior to joining Genelec, Glasmacher worked as regional sales manager for AV rep firm Holloway Sales, handling territory sales in Indiana and Michigan – including the pro audio retail giant Sweetwater.

In his new role, Glasmacher will ensure the seamless and effective implementation of Genelec Installed Sound technology within the US, and help to drive Genelec’s continued growth in this key marketplace.

“I’m thrilled to be joining a company with such a strong reputation in the industry,” comments Berry. “Having had firsthand experience of designing Genelec installations in Sweden, I’ve already seen the innovation that [Smart IP](https://www.genelec.com/smart-ip) networked loudspeaker technology is bringing to the market. Now, to have the opportunity to share my passion for Genelec with a wider network of customers around the world is a really exciting prospect.”

Glasmacher remarks, “Genelec’s success is a testament to the incredible work of the US team, establishing the brand as a market leader in studio monitors and a growing force in Installed Sound. I’m focused on driving measurable growth through enhanced sale-tracking, stronger dealer networks, strengthening key relationships, and enhancing our training and strategic marketing initiatives. By optimising our approach and cultivating passionate brand advocates, we’ll build on Genelec’s legacy and accelerate our expansion into new and existing markets.”

“Since the launch of Smart IP back in 2019, Genelec’s global profile in Installed Sound has developed consistently,” adds Kati Pajukallio, Genelec’s Installed Sound Business Manager. “While the Nordic region has historically been the bedrock of our sales in this segment, we’re now seeing really notable sales growth from other international markets – and so the need for sales and technical support for all our global partners has increased significantly. By joining us, Anthony and Andrew will bring valuable experience to the team here at Genelec – and help us to provide an even higher level of service to our Installed Sound customers.”

Anthony Berry and Andrew Glasmacher can be contacted at anthony.berry@genelec.com and andrew.glasmacher@genelec.com respectively.

For more information, please visit [www.genelec.com](http://www.genelec.com)

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***About Genelec***

*Founded in 1978, Genelec is the global leader in designing and manufacturing active loudspeaker systems for professional studios, audiovisual installations and residential applications. With an unrivalled commitment to research and development, all Genelec solutions offer truthful sound reproduction, exceptional reliability, and the ability to adapt to their acoustic environment. Manufactured sustainably in Iisalmi, Finland, Genelec technology represents a secure long-term investment in outstanding audio reproduction.*

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